

DD/A 75-0959
26 FEB 1975

MEMORANDUM FOR: Management Advisory Group

ATTENTION : Ms.

SUBJECT : Comments on Publications

1. I write to acknowledge your note of 20 February 1975, which furnished us comments you have received concerning two recent issuances. One was the "Guide for Supervisors" on the Suggestion and Invention Awards Program, and the other was the "Education Characteristics of Agency Personnel."

2. Allow me first to address myself to the "Guide for Supervisors." I believe it is well known and understood in the graphics business that it is helpful to have an eye-catching cover on a publication. I believe it is also wise, from a psychological point of view, to try to humanize matters. I would submit the cartoon approach on this publication meets those standards. The author of the observation neither states what the deficiency of the cartoon approach appears to be nor states any constructive alternative which would be more appropriate. I daresay if another theme had been adopted, other individuals might well respond that the cartoon and humanizing approach would have been better. In this case we are obviously making subjective judgments and, by definition, it is rather difficult to obtain unanimity of opinion on subjective matters.

3. I would offer the following observations on the document entitled "Education Characteristics of Agency Personnel." The process of intelligence is basically an intellectual process, and that being true, an intellectual process is greatly enhanced by those possessing a background in academic disciplines. This fact is all the more relevant today when one reads in the press the many allegations made against the Agency which, from the press point of view, seem to equate intelligence with a James Bond life-style. It seems to me to stand to reason that a reasonable endeavor to acquaint the Agency population with the educational background of its personnel is prima facie a worthwhile undertaking. As to the observation that "many pages are printed on one side only," I would state that if the statement were correctly rephrased to say "some" pages, it would be a more proper charge.

4. I lastly would comment as to whether the Agency has any "formalized procedure for reviewing publications of this in regard to costs of publication versus expected results, usefulness, etc?". The history of the executive branch is replete with experiences that show that the success and efficacy of a suggestion and invention awards program is in direct proportion to the current awareness of and encouragement to employees for participation. Accordingly, no internal procedure was necessary within the Agency to assist in carrying on a program well documented with empirical evidence. As it pertains to the information booklet on education, I have stated my position earlier on in this memo.

5. I note with interest that your transmittal to me of 20 February contains no position or value judgment on the issues raised by the Management Advisory Group. I would be appreciative of receiving your reflections on the substance of the matters raised. You also are at liberty, if you so desire, to make my comments available to the source of the observations to which I address myself.

John F. Blake
Deputy Director
for
Administration

DD/A:JFBBlake:kmg (26 Feb 75)

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STATINTL

DD/A 75-0882: Memo dtd 20 Feb 75 to DD/A fr [] (MAG)
subj: Forwarding of Comments Regarding Publications